

THE USE OF SWEAR WORDS IN ONLINE MASS MEDIA

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ABSTRACT

This study aims to describe the types of swear words in online mass media based on the topic of conversation, user profiles, and the purpose of using swear words. This study is a descriptive qualitative which analysis comments in online mass media such as detik.com, kompas.com, republica.com, and cnn.com during January to August 2021. Data collection was carried out using the read and note method which involved swear words containing parameters: taboo words, taboo words with nonliteral meanings, and emotive words. Data analysis was carried out by using identity and distributional method. The results show that the type of swear words in online mass media is a taboo word related to intellectual aspects in various educational, social, and work relations to give a negative response either because of the perception of other parties violating norms, dislikes or disappointments. The profile of swearing users in online mass media cannot be ascertained from the aspect of gender but can only be predicted due to the use of disguised identities for safety. The purpose of swearing users in online mass media is more likely to demean or insult as a form of dejection and disappointment towards certain parties who are perceived took some actions that are less commendable or contrary toward values or norms ??that are truly believed and to show group solidarity that distinguishes them from other groups.

Kata Kunci: *swear words, online mass media, taboo*